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Section Articles

Study on Impact of Shopping Orientations on Online Purchase Intention of Consumers in the E-Commerce Environment.

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Abstract

The highly competitive environment created globally has made India one of the many countries which are becoming digital. The rapid growth of internet technology has enabled the Indian consumers for buying and selling products or services through the medium of E-Commerce.

The behaviour of consumer for online shopping may be different from the traditional shopping. So the online marketers need to explore the online purchase intention of consumers. The intention for shopping may be effected by various shopping orientations which depend on the preferences of the customers to purchase a product.

In this paper the various factors and preferences of the consumers for purchasing products from online shops and physical shops are studied. The different shopping orientations affecting online purchasing is analysed.

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